

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1      (Cancelled)

Claim 2      (Cancelled)

Claim 3      (Cancelled)

Claim 4      (Cancelled)

Claim 5      (Cancelled)

Claim 6      (Cancelled)

Claim 7      (Cancelled)

Claim 8      (Cancelled)

Claim 9      (Cancelled)

Claim 10     (Cancelled)

Claim 11     (Cancelled)

Claim 12     (Cancelled)

Claim 13 (Original): A method of displaying at least one pattern during rotation of a rotatable object, the method comprising:

- a) mounting a display apparatus for displaying the at least one display pattern on the rotatable object, the display apparatus comprising a wireless receiver;
- b) determining a rotational speed of the rotatable object;
- c) determining a display timing required to display the at least one display pattern on the rotatable object using persistence of vision of a viewer;
- d) transmitting one of the display timing and the rotational speed to the wireless receiver; and
- e) controlling the display apparatus based on the at least one display pattern and the display timing to display the at least one display pattern using persistence of vision of a viewer.

Claim 14 (Original): The method as defined in claim 13 wherein the display timing is determined from the rotational speed of the rotatable object and then transmitted to the wireless receiver on the rotatable object.

Claim 15 (Original): The method as defined in claim 13 wherein step (d) precedes step (c), the rotational speed is transmitted to the wireless receiver on the rotatable object and the display timing is determined from the rotational speed by a microprocessor located in the display apparatus on the rotatable object.

Claim 16 (Original): The method as defined in claim 13 wherein the rotatable object is a tire of a vehicle.

Claim 17 (Original): The method as defined in claim 16 wherein the display apparatus is radially mounted on the tire.

Claim 18 (Original): The method as defined in claim 16 wherein step (d) comprises transmitting one of the display timing and the rotational speed to the wireless receiver transceiver from the vehicle.

Claim 19 (Original) The method as defined in claim 16 wherein step (d) comprises transmitting one of the display timing and the rotational speed to the wireless receiver from a ground-based transmitter external to the vehicle.

Claim 21 (Original) The method as defined in claim 13 further comprising transmitting the at least one display pattern to the wireless receiver.

Claim 20 (Original) The method as defined in claim 13 further comprising transmitting the at least one display pattern to the wireless transceiver when the rotatable object is moving.